



***AN EXAMINATION OF THE SOURCES OF PRODUCT INFORMATION
USED BY CONSUMERS WHEN PURCHASING KITCHEN CABINET***

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**AN EXAMINATION OF THE SOURCES OF PRODUCT INFORMATION USED BY
CONSUMERS WHEN PURCHASING KITCHEN CABINET**



By

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DEDICATION

Specially dedicated to:

My beloved Father

Mohd Anuar Bin Mohd Mustafa

and Mother

Rosmani Binti Ariffin.

Who are very concern, understanding, patient and supporting.

Thanks for Everthing.

To My Sisters and Brothers and all my family,

I also would like to thanks.

A time to remember family and friends, too:

A time reminisces, and says;

THANK YOU.

ABSTRACT

Currently, there has been little studies on sources of product information when purchasing kitchen cabinet in Malaysia. This study is conducted to identify sources of product information important to consumers when purchasing kitchen cabinet and to compare preferences on sources of product information with the demographic background. The questionnaire was randomly distributed among respondents in shopping mall (Midvalley, 1 Utama, Aeon Mall Shah Alam and Summit USJ) in Klang Valley. The result show that store displays was found to be the most important sources of product information when purchasing kitchen cabinet. Statistically, there were significant differences in importance level for the sources of product information with respect to respondents' age group, gender, income level and ethnic groups. The result of this study is important to the companies or marketers to promote a wide range of kitchen cabinet for the different segment of markets.

ABSTRAK

Pada masa sekarang, terdapat sedikit kajian mengenai sumber maklumat produk ketika membeli kabinet dapur di Malaysia. Kajian ini dijalankan untuk mengenal pasti sumber maklumat produk yang penting bagi pengguna apabila membeli kabinet dapur dan membandingkan keutamaan sumber maklumat produk dengan latar belakang demografi. Soal selidik diedarkan secara rawak di kalangan responden di pusat beli-belah (Midvalley, 1 Utama, Aeon Mall Shah Alam dan Summit USJ) di Lembah Klang. Hasil kajian telah menunjukkan paparan kedai merupakan sumber maklumat terpenting apabila membeli kabinet dapur. Dari segi statistik, terdapat perbezaan yang signifikan dalam tahap kepentingan bagi sumber maklumat produk berkenaan dengan kumpulan umur responden, jantina, pendapatan dan kumpulan etnik. Hasil kajian ini adalah penting bagi syarikat atau pemasar untuk mempromosikan pelbagai kabinet dapur untuk segmen pasaran yang berlainan.

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APPROVAL SHEET

I certify that this research project report entitle “Sources of information used by consumers when purchasing kitchen cabinet” has been examined and approved as a partial fulfillment of the requirement for the degree of Bachelor Wood Science and Technology in the Faculty of Forestry, University Putra Malaysia.

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CHAPTER 1

INTRODUCTION

1.1 General Background

Kitchen is a must have room or part of a room in every house, be it a kitchen. The kitchen is like a laboratory for cooking. Typically, a residential kitchen will be equipped with electrical appliances, a sink, a stove, counters and kitchen cabinets (Jain et al., 2005). Kitchen cabinet plays a major role in a kitchen that comprises a cabinet section adapted to provide storage space and place for cooking. Kitchen cabinet can be divided into several types such as a stock cabinet, semi-custom cabinet and custom cabinet.

Jain et al., (2005) mentioned that stock cabinet is the most basic cabinet choice that can be installed by the dealer, a contractor or customer. Styles, finishes, hardware and accessories vary widely but cannot be customized. Commonly, the price of kitchen cabinet is about half the cost of the custom-manufactured cabinet. Next, semi-custom kitchen cabinet also offers a fixed but wide range of styles, finishes, hardware, accessories, sizes and configuration but the choices are much broader and there is wiggle room for custom made prices. Built custom made kitchen cabinet can be made with or without the help of interior designer or kitchen designer. Customers can choose the styles, sizes, hardware and style of the kitchen cabinet.

Consumer behavior is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires (Solomon et al., 2006). This definition is similar to Schiffman and Kanuk (2000) that said “the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs”.

The consumer decision making process involved five stage which include need recognition, information search, evaluation of criteria, purchase decision and post purchase evaluation. The marketing concept holds that achieving organizational goals depends on determining the needs and wants of target markets (Kotler, 1994). Thus, marketers should not overlook consumer preferences and requirements. Briefly, consumer purchase behavior is the study of the behavior of a consumer when they purchase a good. It is the study of how a consumer behaves or acts or reacts while making a purchase.

Consumer behavior is complex and often virtually unpredictable, this is because consumers are diversified in their attitude and are always subjected to a variety of social needs. One of the fundamental issues in consumer decision-making process is the information search about the specific product that consumers wants to purchase (Donovan et al., 2004). Sources of information used by consumers include internet, social media and traditional media (Ponder, 2013).

Consumers (individual or groups) can come from different ages, backgrounds and life stages (Kardes et al., 2011). Therefore, various factors could affect which sources of information preferred by consumers. The common underlying factors that affect consumers includes cultural, social, individual and psychological factors. The cultural factor includes culture, subculture and social class that influences the consumer decision. Social factors friends and family members or opinion from ladies. For individual factors includes gender, age, family life cycle stage, personality, self-concept and lifestyle are the common factors. Psychological factors includes perception, motivation, belief and attitudes, and learning (Lamb et al., 2012).

Kitchen cabinet can be considered as the most expensive durable decorative furniture and thus is a less-frequently bought product. For this reason, consumers would normally face difficulty in making the decision and would go through an extensive source of information to learn and compare various attributes that the products have or being offered in the store.

1.2 Statement of Problem

There are numerous studies about information search consumer behavior including food (Kornelis, 2007), agriculture (Jones, 1990), fashion (Chowdhary, 1989), health (Eysenbach, 2002), innovation (Leonard-Barton, 1995) and technology (Adegbola, 2007). Nonetheless, little study has been done that focused on the kitchen cabinet industry (Donovan et. al., 2004). Up until now, studies that specifically focus on Malaysia consumers search behavior toward kitchen cabinet has been lacking. It must be noted that preferences on sources of product information might vary depending on various factors including their demographic background.

1.3 Objectives

The objectives of the study are:

1. To identify which sources of product information are important for consumers when purchasing kitchen cabinet.
2. To compare preferences on sources of product information with demographic background.

1.4 Justification of Study

Given the lack of studies on consumer's preference on sources of product information especially in Malaysia, the results of this study would provide an indication about consumers' search behavior in purchasing kitchen cabinets and the underlying demographic factors that affect their preferences. This information would be beneficial to the marketers in the kitchen cabinet companies as to understand to Malaysian consumers search behavior towards kitchen cabinet. This will eventually develop the Malaysian kitchen cabinet industry.

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